

HALAMAN ABSTRAK

**PENGARUH NILAI NASABAH DAN CITRA MEREK TERHADAP
KEPUASAN DAN LOYALITAS NASABAH DALAM MENGGUNAKAN
JASA PELAYANAN PERBANKAN**

Studi Kasus pada PT. Bank BNI (Persero) Tbk. Cabang UGM Yogyakarta

Catharina Chandra Cahyarini

Universitas Sanata Dharma

Yogyakarta

2010/2011

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh nilai nasabah terhadap kepuasan nasabah; (2) pengaruh nilai nasabah terhadap citra merek; (3) pengaruh citra merek terhadap kepuasan nasabah; (4) pengaruh kepuasan nasabah terhadap loyalitas nasabah.

Jenis penelitian ini adalah studi kasus pada nasabah PT. Bank BNI (Persero) Tbk. Cabang UGM Yogyakarta dengan jumlah sampel 150 responden. Teknik pengumpulan data yang digunakan adalah kuesioner yang dilakukan pada bulan November-Desember 2010. Teknik analisis data yang digunakan adalah Analisis Persentase dan *Structural Equation Modeling* (SEM). Hasil analisis data menunjukkan bahwa: (1) nilai nasabah berpengaruh terhadap kepuasan nasabah. (2) nilai nasabah berpengaruh terhadap citra merek. (3) citra merek berpengaruh terhadap kepuasan nasabah. (4) kepuasan nasabah berpengaruh terhadap loyalitas nasabah.

HALAMAN ABSTRACT

**THE EFFECT OF CUSTOMERS' VALUE AND BRAND IMAGE ON THE
CUSTOMERS' SATISFACTION AND LOYALTY IN USING BANK
SERVICES**

A Case Study on PT. Bank BNI (Persero) Tbk. Cabang UGM Yogyakarta

Catharina Chandra Cahyarini

Sanata Dharma University

Yogyakarta

2010/2011

This research aims to analyze: (1) effect of customers' value on the customers' satisfaction; (2) effect of customers' value on the brand image; (3) effect of brand image on the customers' satisfaction and (4) the effect of customers' satisfaction on the customers' loyalty.

This research is a case study on PT. Bank BNI (Persero) Tbk. UGM Yogyakarta studied 150 persons as respondents who were remitted using purposive sampling technique. Data were collected via questionnaire which were distributed in November-December 2010. Data were analyzed using Percentage Analysis and Structural Equation Modeling (SEM). Results of this research show that: (1) Customers' value influences customers' satisfaction. (2) Customers' value influences brand image. (3) Brand image influences customers' satisfaction. (4) Customers' satisfaction influences customers' loyalty.